

Retirement Planning

checklist

PUBLISHED WITH  DAILY EXPRESS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)



The Retirement Planning Checklist is a full-colour, tabloid sized double-page spread of advertorial content published in the weekend edition of the *Daily Express*.

The *Daily Express* readership boasts a mature audience, with 84% of its readers over the age of 55. Therefore, Retirement Planning Checklist will serve as the essential guide for these readers to ensure they make the most of their time and money when they decide to stop working, as well providing advice for how they can best care for their parents in retirement.

It showcases a high-quality selection of products and services, ranging from activities and leisure, travel options, legal advice, retirement properties, homecare and healthcare options.

Published in the *Daily Express* on a Saturday, Retirement Planning Checklist is the perfect shop window for brands and organisations to benefit from a mature readership who are concerned about their parents' retirement options, as well as planning ahead for their own.

PARTICULARLY CONSIDERING

- 495,000 readers are aged over 55
- A total of 84% *Daily Express* readers are over 55
- The typical age for a *Daily Express* reader reader is 69-years-old.

Retirement Planning checklist

Plan for your retirement or find out more about how you can look after your parents with our round-up of the best pension advice, homecare options, leisure activities and legal help.

Renew your body!

A small supplement can regenerate healthy skin or dry it out. It's not just about looking good, it's about feeling good. Renew your body with a small supplement that can help you look and feel your best. Find out how Regeneron can help you at regeneron.co.uk

Treat your swallowing and reflux problems

Most people with swallowing and reflux problems don't realise they have them. It's not just about looking good, it's about feeling good. Treat your swallowing and reflux problems with a small supplement that can help you look and feel your best. Find out how Regeneron can help you at regeneron.co.uk

Feel safe on your stairs with an Acorn Stairlift

Acorn Stairlifts are the world's leading stairlift company. We have over 40 years of experience in providing safe and reliable stairlifts for people who are unable to climb stairs. Find out more about Acorn Stairlifts at acornstairlifts.co.uk

Discover what's waiting to meet you with a Danbury Campervan

As one of the most popular and versatile holiday options, campervans offer a unique way to explore the country. Danbury Campervans offer a range of campervans for hire, from small vans to large motorhomes. Find out more about Danbury Campervans at danburycampervans.co.uk

Are you one of 58% of people yet to make a Will?

It's estimated that 58% of people in the UK have not made a Will. This is a significant number, as a Will is a legal document that outlines how your assets should be distributed after you die. Find out more about making a Will at willwriting.co.uk

Inspired choices for retirement living

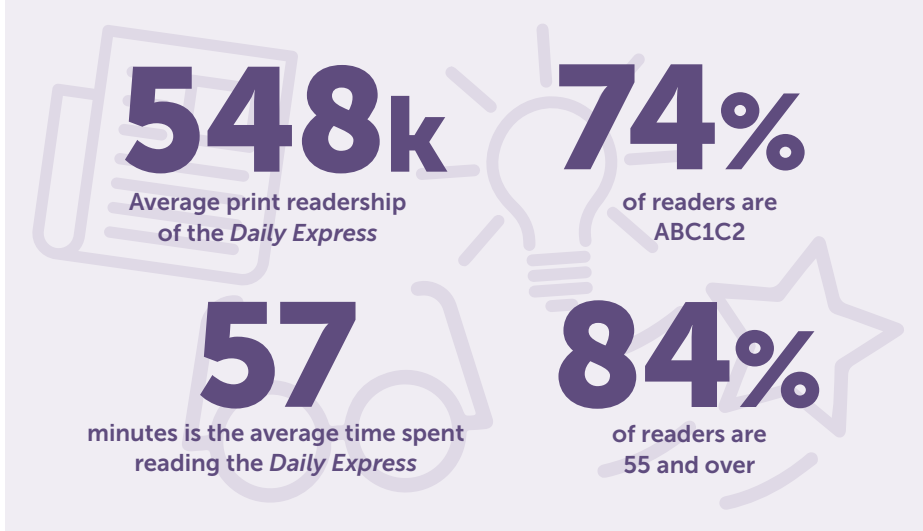
Retirement living offers a range of options, from independent living to care homes. Inspired Living offers a range of retirement living options, from independent living to care homes. Find out more about Inspired Living at inspiredliving.co.uk

Living the retirement you've longed for

Retirement living offers a range of options, from independent living to care homes. SunLife offers a range of retirement living options, from independent living to care homes. Find out more about SunLife at sunlife.co.uk

Take control of your pension savings with an online plan

Managing your pension savings can be a complex task. PensionBee offers a range of pension savings options, from independent living to care homes. Find out more about PensionBee at pensionbee.co.uk

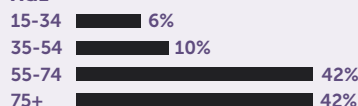


DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- The *Daily Express* has a circulation of 311,000
- 548,000 is the average readership
- Distributed UK wide

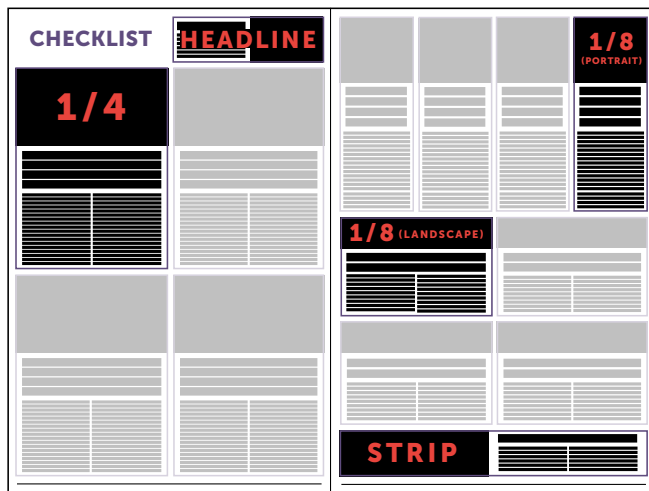
RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition upgrade	£1,000

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



QUARTER PAGE

Portrait: 131.5 x 137.7 mm

Total word count 200-250 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

EIGHTH PAGE

Landscape: 131.5 x 67 mm
Portrait: 63.9 x 137.7 mm

Total word count 70-100 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

STRIP Landscape: 267 x 42.5 mm

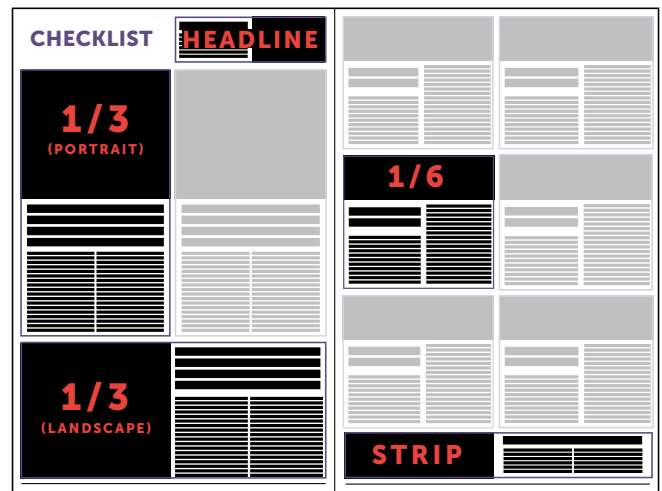
Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



THIRD PAGE

Landscape: 267 x 90.4 mm
Portrait: 131.5 x 185 mm

Total word count 200-300 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2-3 images + logo

SIXTH PAGE

Landscape: 131.5 x 90.4 mm

Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1-2 image + logo

HEADLINE Landscape: 131.5 x 42.5 mm

Total word count 60-80 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format.
- All images are high resolution (at least 300dpi).
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top.
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via the free file sharing service [wetransfer.com](https://www.wetransfer.com). Please clarify in your message your company name, publication, theme and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be **subedited by Hurst Media's editorial team**. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required. Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

Bespoke advertorials (in which Hurst Media supplies the copy ONLY, and all images/logos are provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

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Food & Drink Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Sunday Express*

All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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